



**FOR IMMEDIATE RELEASE**

## **The Carnival Starts 2020 Spreading Love and Doing Good with Crossroads Foundation**

**January 8, 2020, Hong Kong** – Hong Kong’s community event AIA Carnival has started the new year spreading love and doing good to the less fortunate groups in the city. Collaborating with Crossroads Foundation the Hong Kong based non-profit organization the first year, the Carnival team encourages visitors to donate toys that they win from the Carnival to the more needy and unfortunate ones at their own discretion.

Since the Carnival’s inception, the Carnival team has engaged local charity and community groups on various education and outreach programmes to ensure the less fortunate groups in Hong Kong would also benefit from the joyous event. Toy donation was originated from a simple idea of spreading eco-friendly message and walking the talk of “sharing is caring”. Any toy winners who would like to share their ‘triumphs’ with the more needy ones are encouraged to donate the toys in good condition and drop them at the toy donation box placed at the Carnival’s exit.

New Year. New Resolution – why not starting the New Year with a loving heart to wish for a rewarding year with good deeds?

Please check out the official website of the Carnival at [www.tgec.asia](http://www.tgec.asia) for information.

Carnival’s photos for media use:

<https://www.dropbox.com/sh/hmpqt77ga0gi1eg/AACyqevSMUZHWWUZqjbus3Ha?dl=0>

<ENDS>

**About the Great European Carnival Limited (TGEC)**

The Great European Carnival Limited is the producer of the annual Hong Kong event now known widely as the Carnival. The Carnival takes place between December and February each year, on the Central Harbourfront Event Space. The event features amusement rides, carnival skill games, performances on a community stage and The Great Circus of Europe. This year the Carnival will run at the Central Harbourfront Event Space from December 12, 2019 to February 16, 2020.

For media enquiries, please contact:

Floria Wun  
The Great European Carnival Limited  
Tel : +852 25246499 / +852 4610 2258  
Email : floria@tgec.asia